GEN-Y CITY CASE STUDY: PROMOTING GRADUATE ENTREPRENEURSHIP



SPARK Centre, University of Wolverhampton, www.sparkspace.co.uk



Spark is the University of Wolverhampton's business start hub offering a variety of modern work space options across several regional business centres in the Black Country and The Marches. Spark's vibrant central hub based at the University of Wolverhampton Science Park (UoWSP) offers flexible, managed but relaxed work spaces to help businesses to focus on growing their businesses.

Spark supports a community of like-minded, focused science, creative and tech entrepreneurs, providing places where they can work, meet, collaborate, network, learn and have fun. The University of Wolverhampton runs Spark Start Boot Camps and Spark Start Workshops throughout the year as well as seminars on useful topics such as marketing, cyber security, finance, employment law etc. and ongoing business support provided by regional Growth Hubs.

Looking forwards, Spark have plans to commence a comprehensive Sparkpreneur Programme aiming to create a strong Spark brand associated with commercialisation and business creation from innovation and research. Spark's mission is to retain creative and tech talent in the local area and to attract investment to the Black Country, Staffordshire and The Marches.

SPARK is located in the Universities Creative Industries Centre building and its facilities and services are specifically tailored to the needs of start-up or early stage businesses working in creative and technology sectors. SPARK's services include:

- affordable, furnished workspace in a great location
- specialist IT hardware and access to the latest creative software and support equipment
- on-site business development support and mentoring
- tailored training sessions and access to networking opportunities and events
- subsidised meeting rooms of varying size ideal for training, workshops, seminars and board meetings
- a modern, fully equipped photo studio
- ideal location close to the city centre, rail and motorway networks; frequent bus services and free car parking
- coffee bar and refreshment services

Three styles of accommodation are available to eligible businesses: a shared office facility, a workstation in a shared studio, or an individual, fully furnished, modern, air conditioned office.



